

Overview

Customers now have a new and exciting way to enjoy their DISH service on the go with the Tailgater™ Portable HDTV System!

Tailgater is compatible with the 211k receiver and will be available to new and existing DISH customers on 07/15/11.

Because of the easy setup of the Tailgater antenna, technicians will not stock or install the Tailgater; it will be ordered by the customer and shipped to their home.



What Changed

- Customers will be able to order a Tailgater Portable HDTV System to enjoy DISH Network service on the go beginning on 7/15/11
- This system is for stationary use. It allows customers to enjoy DISH service in any temporary location outside of the home, like in an RV, cabin, campground, or when tailgating at a sporting event
- The Tailgater will come with a user's guide, quick reference guide, and a one-year warranty
- Only the VIP 211k receiver is compatible with the Tailgater system
- \$499 for Tailgater and 211k receiver; \$349 for Tailgater only
- Both options include standard shipping (continental U.S. only)

What I Need To Do

Understand customer options and explain them when a customer is interested in the Tailgater.

- Existing residential DISH customers can order a Tailgater and 211k to set up and use outside of the home
 - The shipped 211k will have the necessary software to operate the Tailgater antenna
- A Tailgater-only customer with no residential service can order the Tailgater and 211k for shipment to their home
 - The shipped 211k will have the necessary software to operate the Tailgater antenna
- Existing customers with an active 211k in their home may order the Tailgater and use it with their existing 211k receiver
 - The receiver must be active with current production software to operate with the Tailgater antenna

If a technician is installing a 211k receiver and the customer plans to use the 211k with the Tailgater system in the future, the receiver must be connected to the home DISH installation, downloaded with current production software and activated on the customers account. This step will ensure that the 211k will have the correct software to operate with the Tailgater antenna.

Troubleshooting and Customer Support:

- DNS will not stock, install or service the Tailgater. For troubleshooting, the customer will call the CSC. If further troubleshooting is needed, the customer will be directed to the product manufacturer, King Controls Support
- The customer can get help at www.dishnetwork.com/Tailgater. This site will feature product information, technical info, FAQs, and support contact info
- Retailers are eligible to sell, install, and service the Tailgater system